



WXYZ

ORDER

Flight Dates **10/26/12-11/06/12**

Contract / Revision **315395 /** **Defend Michigan Democracy**

Original Date / Revision 10/19/12 10/22/12 Agency Com 15%

Billing Contact

Advertiser **Defend Michigan Democracy**
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact

1322 G Street SE
Washington, DC 20003

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1798**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$17,977.50	\$21,150.00	0.00	10/01/12	10/28/12	17	\$17,977.50	\$21,150.00
November 2012	66	\$99,705.00	\$117,300.00	0.00	10/29/12	11/06/12	66	\$99,705.00	\$117,300.00
Totals	83	\$117,682.50	\$138,450.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/26/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$300.00	P-2	0.00 NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--		1			\$300.00			0.00		
Week:		10/29/12	11/04/12	11111--		5			\$300.00			0.00		
Week:		11/05/12	11/11/12	11-----		2			\$300.00			0.00		
N 2	WXYZ	10/26/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$900.00	FX	0.00 NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--		1			\$900.00			0.00		
Week:		10/29/12	11/04/12	11111--		5			\$900.00			0.00		



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Contract / Revision **315395** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Defend Michigan Democrac** Product **Defend Michigan Democrac** Estimate # **1798**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WXYZ	10/26/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$900.00	FX	0.00 NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	-1-----	1		\$900.00		0.00					
N 3	WXYZ	10/26/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-11--	:30	4	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$2,000.00		0.00					
Week:		10/29/12	11/04/12	-1-1---	2		\$2,000.00		0.00					
Week:		11/05/12	11/11/12	11-----	2		\$2,000.00		0.00					
N 4	WXYZ	10/27/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-	1		\$1,200.00		0.00					
Week:		10/29/12	11/04/12	-----S-	1		\$1,200.00		0.00					
N 5	WXYZ	10/28/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00					
Week:		10/29/12	11/04/12	-----S	1		\$1,200.00		0.00					
N 6	WXYZ	10/28/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00					
Week:		10/29/12	11/04/12	-----S	1		\$1,200.00		0.00					
N 7	WXYZ	10/26/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1-1-1--	:30	3	\$1,500.00	FX	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$1,500.00		0.00					
Week:		10/29/12	11/04/12	1-1-1--	3		\$1,500.00		0.00					
Week:		11/05/12	11/11/12	1-----	1		\$1,500.00		0.00					
N 8	WXYZ	10/30/12	11/01/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	-1-1---	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-1-1---	2		\$1,500.00		0.00					
N 9	WXYZ	10/29/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	1111---	:30	4	\$1,800.00	FX	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1111---	4		\$1,800.00		0.00					
Week:		11/05/12	11/11/12	1-----	1		\$1,800.00		0.00					
N 10	WXYZ	10/26/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-11--	:30	4	\$1,800.00	FX	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$1,800.00		0.00					
Week:		10/29/12	11/04/12	-1-1---	2		\$1,800.00		0.00					
Week:		11/05/12	11/11/12	1-----	1		\$1,800.00		0.00					
N 11	WXYZ	10/29/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	1-1-1--	:30	3	\$3,000.00	FX	0.00 NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-1-1--	3		\$3,000.00		0.00					
N 12	WXYZ	10/26/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-11--	:30	4	\$3,000.00	FX	0.00 NM	4	\$12,000.00



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Contract / Revision **315395** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Defend Michigan Democrac** Product **Defend Michigan Democrac** Estimate # **1798**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N12	WXYZ	10/26/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-11--	:30	4	\$3,000.00	FX	0.00 NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--					1	\$3,000.00		0.00		
Week:		10/29/12	11/04/12	-1-1---					2	\$3,000.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$3,000.00		0.00		
N13	WXYZ	10/26/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	1-1-1--	:30	3	\$3,000.00	FX	0.00 NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--					1	\$3,000.00		0.00		
Week:		10/29/12	11/04/12	1-1-1--					3	\$3,000.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$3,000.00		0.00		
N14	WXYZ	10/28/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$2,200.00	FX	0.00 NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$2,200.00		0.00		
Week:		10/29/12	11/04/12	-----S					1	\$2,200.00		0.00		
N15	WXYZ	10/29/12	11/05/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	1-1----	:30	2	\$5,000.00	FX	0.00 NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-1----					2	\$5,000.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$5,000.00		0.00		
N16	WXYZ	10/26/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11111--	11111--	:30	5	\$750.00	FX	0.00 NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--					1	\$750.00		0.00		
Week:		10/29/12	11/04/12	11111--					5	\$750.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$750.00		0.00		
N17	WXYZ	10/26/12	11/05/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00 NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	----1--					1	\$400.00		0.00		
Week:		10/29/12	11/04/12	11111--					5	\$400.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00		
N18	WXYZ	10/27/12	11/03/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$250.00		0.00		
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00		
N19	WXYZ	10/27/12	11/03/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$100.00	P-4	0.00 NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-					1	\$100.00		0.00		
Week:		10/29/12	11/04/12	-----S-					1	\$100.00		0.00		
N20	WXYZ	10/28/12	11/04/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00		
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00		
N21	WXYZ	10/28/12	11/04/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00		



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Order Sep 00:20:00

Advertiser **Defend Michigan Democrac** Product **Defend Michigan Democrac** Estimate # **1798**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WXYZ	10/28/12	11/04/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$350.00		0.00			
N22	WXYZ	10/30/12	10/30/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$15,000.00		0.00			
N23	WXYZ	11/02/12	11/02/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		0.00			
Totals														83	\$138,450.00